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Piotr Misztal	21	The C Abdull
The Jan Kochanowski University in Kielce, Faculty of Management and Administration, Poland	22	From Model
Agnieszka Mrozik Faculty of Biology and Environmental protection, University of Silesia, Katowice, Poland	22	Elen P Apply Marine
Chuen-Chee Pek Nottingham University Business School,	23	Carriga Dirk Pe
Malaysia Roberta De Santis	24	Cimat Ana-Ka
LUISS University, Italy	25	Penta
Fabio Gaetano Santeramo University of Foggia, Italy		I Made
Dan Selişteanu University of Craiova, Romania	26	Nur Ai Sunda

Table of Contents:

1	Gendered Perceptions for Identifying Ecosystem Services in the Arid Ecosystem of Wadi Araba in Jordan Amani AL-ASSAF, Abeer ALBALAWNEH, Amgad HJAZIN, Rabab KABARITI, Lana ABU NOWAR, Jafar ALWIDYAN, Ghadeer ALBASHBSHEH, Mai DIAB, Wafa'a ABU HAMMOUR, Safaa ALJAAFREH, Salsabeel AL-SHISHANY, Nizar HADDAD	605
2	The Impact of Environmental Factors on Families with Disabilities as an Object of Structural Modeling Tatyana PRITVOROVA, Dinara TEMIRBAYEVA, Yelena GORDEYEVA, Nurgul KUTTYBAEVA, Bakyt SPANOVA	619
3	Environmental and Legal Regulation of Radioactive Pollution Management Aktoty RZABAY, Bolat SERIYEV, Erbol BEISOV, Gulnura KOPBASSAROVA, Damira KURMANBAYEVA	633
4	The Role of International Criminal Law in Violations of the Environment During Armed Conflict Abedalrzag AL-DLABEEH, Ahmad Hussein ALSHARQAWI, Rami AL KLOUB, Abdel-Kareem Ottallah KARABSHEH	643
5	Product and Service Quality and Growth of Agriculture Firms in Nigeria. Implication for the Environment Management Kelvin Agbarha EGBERI, Justina OBOREH	649
6	Legal Significance of Digitalization of Environmental Information in Ensuring Environmental Safety Dauren BEKEZHANOV, Aktoty RZABAY, Olzhas NESIPBAEV, Feruza KOPBASSAROVA, Halibati HALIBIYATI	656
	Assessment of Particulate Matters Especially PM2.5 and PM10 Concentration During and Olessya LEMECHSHENKO, Gulmira NAKIPOVA, Galymzhan AKHMET	
	Species Diversity of Mangroves in Central Zambales, Philippines Shirly C. SERRANO, Nipon TANGTHAM, Surat BUALERT, Suthee JANYASUTHIWONG	782
	Influence of Environmental Factors of Influence on the Volume of Financing in the Agro-Industrial Complex Zhibek OMARKHANOVA, Olessya MISNIK, Gaukhar MATAIBAYEVA, Gulzhan MUKASHEVA, Gulden ZHOLDOYAKOVA, Shynar RAMAZANOVA	790
	The Impact of the Comprehensive Ban Due to the COVID-19 on the Quality of Ambient Air in Jordan. Study for 15 th March to 15 th April of 2020 Period Tareg AL-BILLEH	802
	Characteristics of Mangrove Fisheries in Essential Ecosystem Area Ujungpangkah, Indonesia Dhira K. SAPUTRA, Bambang SEMEDI, Ade YAMINDAGO, Citra S.U. DEWI, M.A. ASADI, Andik ISDIANTO, Dian ALIVIYANTI, R. D. KASITOWATI, Arief DARMAWAN, Arief SETYANTO, O.M. LUTHFI, Dwi C. PRATIWI, Sulastri ARSAD	812
	The Crime of Water Assaulting Abdullah ALKHSEILAT, Majd ALMANASRA, Noor ALKHAWAJA	821
	From Environmental Management Systems to Airport Environmental Performance: A Model Assessment Elen Paraskevi PARASCHI, Ioulia POULAKI, Athina PAPAGEORGIOU	831
	Applying the Theory of Planned Behaviour to Tourism-Related Waste Behaviour in Marine Protected Areas: The Aliwal Shoal Case Study Carrigan HARPER, Claudine ROOS, Francois Pieter RETIEF, Reece Cronje ALBERTS, Dirk Petrus CILLIERS	853
	Cimatario National Park, In Queretaro, Mexico: Towards Sustainable Tourism Ana-Karen HUERTA-MENDOZA, Laura FISCHER	877
	Penta Helix's Perspective: The Green Tourism at the Tourist Village in Bali, Indonesia I Made Darma OKA, Dewa Made Suria ANTARA, Made RUKI, KANAH, Putu Widya DARMAYANTI	884
	Destination Image, Tourist Satisfaction and Loyalty in the Eco-Tourism Environment Nur Aini Fitriya Ardiani ANIQOH, Nikous Soter SIHOMBING, Sarman SINAGA, Sahat SIMBOLON, Sunday Ade SITORUS	897



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Abstract:

This study explores the implementation of the green tourism (GT) in the tourist village in Bali using Penta Helix perspective. The data were collected through observation, interview and library research. The informants were determined using the sampling purposive method. The data were analysed using mixed method. The result shows that the GT has been well implemented in the tourist village, as shown by the following things: the tourist village has been developed by preserving the environment; the tourist village has been able to improve the vitality of the local economy; the tourist village has been able to maintain the cultural diversification; and the tourist village has been able to introduce new experience to tourists. The result shows that the environmental, the local economic, the culture and experience achievement contribute to the GT.

Keywords: green tourism; tourist village; Penta Helix; perspective.

JEL Classification: Q57; Z32.

Introduction

The existence of the tourist village in Bali cannot be separated from the role played by the penta Penta Helix actors in their contribution to the rural development. The greater the role played by the Penta Helix actors in the rural development the more opportunities the tourist village will have to develop. Meyliani *et al.* (2018) and Putra (2019) state that the extent to which a rural program is successful cannot be separated from the role played by the Penta Helix actors, especially the local people, in supporting the development of the tourist village. It is realized that the Penta Helix actors' contribution strongly supports the tourist village's image as the basic capital for developing the tourist village into a sustainable destination. Such an image will directly determine the tourist village's sustainability.

